

# CONTRACT



**Journal Broadcast Group**  
**720 E Capitol Dr**  
**Milwaukee, WI 53212-1308**  
**(414)332-9611**

www.todaystmj4.com

And:

**Waterfront Strategies**  
**1010 Wisconsin Ave.**  
**Suite 800**  
**Washington, DC 20007**

<u>Contract / Revision</u> 352094 /		<u>Alt Order #</u> 06847377
<u>Product</u> <b>Senate/Anti Thompson</b>		
<u>Contract Dates</u> <b>08/28/12 - 09/03/12</b>	<u>Estimate #</u> <b>1684</b>	
<u>Advertiser</u> <b>Majority PAC</b>		<u>Original Date / Revision</u> 08/27/12 / 08/28/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WTMJ</b>	<u>Account Executive</u> Anjanette Brady	<u>Sales Office</u> Petty-Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u> 94	<u>Product Code</u> 100
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTMJ	08/29/12	08/31/12	Live at Daybreak-Early	5a-6a		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--WTF--				2	\$200.00			
N 2	WTMJ	08/29/12	08/31/12	Live at Daybreak	6a-7a		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--WTF--				3	\$600.00			
N 3	WTMJ	08/29/12	08/31/12	Today Show M-F	7a-9a		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--WTF--				3	\$500.00			
N 4	WTMJ	08/29/12	08/31/12	The Morning Blend	9a-10a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--WTF--				2	\$100.00			
N 5	WTMJ	08/29/12	08/31/12	Noon News Rotation	12n-1p		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--WTF--				2	\$250.00			
N 6	WTMJ	08/29/12	08/31/12	Days of Our Lives	1p-2p		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--WTF--				2	\$200.00			
N 7	WTMJ	08/29/12	08/31/12	Live at 3:00 News	3p-4p		:30			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--WTF--				2	\$125.00			
N 8	WTMJ	08/29/12	08/31/12	Live at 4:00 News	4p-430p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--WTF--				4	\$250.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	08/27/12-09/02/12	Live at 4:00 News	4p-430p	---WThF----	:30		<del>\$250.00</del>	NM		
			See MG 9.5,9.6,9.7,9.8									
	2	WTMJ	08/27/12-09/02/12	Live at 4:00 News	4p-430p	---WThF----	:30		<del>\$250.00</del>	NM		
			See MG 9.5,9.6,9.7,9.8									
	3	WTMJ	08/27/12-09/02/12	Live at 4:00 News	4p-430p	---WThF----	:30		<del>\$250.00</del>	NM		
			See MG 9.5,9.6,9.7,9.8									
	4	WTMJ	08/27/12-09/02/12	Live at 4:00 News	4p-430p	---WThF----	:30		<del>\$250.00</del>	NM		
			See MG 9.5,9.6,9.7,9.8									

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 352094 /		<u>Alt Order #</u> 06847377
<u>Contract Dates</u> 08/28/12 - 09/03/12	<u>Product</u> Senate/Anti Thompson	<u>Estimate #</u> 1684
<u>Advertiser</u> Majority PAC		<u>Original Date / Revision</u> 08/27/12 / 08/28/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	WTMJ	08/29/12	08/31/12	Live at 4:30 News	430p-5p		:30			NM	4	\$11,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--WTF--				4	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	08/27/12-09/02/12	Live at 4:30 News	430p-5p	---WThF----	:30		<del>\$300.00</del>	NM		
				See MG 9.5,9.6,9.7,9.8								
	2	WTMJ	08/27/12-09/02/12	Live at 4:30 News	430p-5p	---WThF----	:30		<del>\$300.00</del>	NM		
				See MG 9.5,9.6,9.7,9.8								
	3	WTMJ	08/27/12-09/02/12	Live at 4:30 News	430p-5p	---WThF----	:30		<del>\$300.00</del>	NM		
				See MG 9.5,9.6,9.7,9.8								
	4	WTMJ	08/27/12-09/02/12	Live at 4:30 News	430p-5p	---WThF----	:30		<del>\$300.00</del>	NM		
				See MG 9.5,9.6,9.7,9.8								
	5	WTMJ	08/30/12-08/30/12	Packers Pre-Season- LOCAL 6pm-10pm		----Th-----	:30		\$6,000.00	NM		
	Ⓜ			MG for 23.1,10.3,9.2,26.1,9.4,11.2,29.1,9.1,8.1,10.2,14.1,24.1,27.1,28.1,15.1,25.1,8.3,11.1,28.2,8.4,12.2,10.1,8.2,9.3								
	6	WTMJ	08/30/12-08/30/12	Packers Pre-Season- LOCAL 6pm-10pm		----Th-----	:30		\$5,925.00	NM		
	Ⓜ			MG for 23.1,10.3,9.2,26.1,9.4,11.2,29.1,9.1,8.1,10.2,14.1,24.1,27.1,28.1,15.1,25.1,8.3,11.1,28.2,8.4,12.2,10.1,8.2,9.3								
	7	WTMJ	08/30/12-08/30/12	Packers Game Replay-LOCA 1am-430am		----Th-----	:30		\$0.00	NM		
	Ⓜ			MG for 23.1,10.3,9.2,26.1,9.4,11.2,29.1,9.1,8.1,10.2,14.1,24.1,27.1,28.1,15.1,25.1,8.3,11.1,28.2,8.4,12.2,10.1,8.2,9.3								
	8	WTMJ	08/30/12-08/30/12	Packers Game Replay-LOCA 1am-430am		----Th-----	:30		\$0.00	NM		
	Ⓜ			MG for 23.1,10.3,9.2,26.1,9.4,11.2,29.1,9.1,8.1,10.2,14.1,24.1,27.1,28.1,15.1,25.1,8.3,11.1,28.2,8.4,12.2,10.1,8.2,9.3								
N 10	WTMJ	08/29/12	08/31/12	Live at 5 News	5p-530p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--WTF--				3	\$600.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	08/27/12-09/02/12	Live at 5 News	5p-530p	---WThF----	:30		<del>\$600.00</del>	NM		
				See MG 9.5,9.6,9.7,9.8								
	2	WTMJ	08/27/12-09/02/12	Live at 5 News	5p-530p	---WThF----	:30		<del>\$600.00</del>	NM		
				See MG 9.5,9.6,9.7,9.8								
	3	WTMJ	08/27/12-09/02/12	Live at 5 News	5p-530p	---WThF----	:30		<del>\$600.00</del>	NM		
				See MG 9.5,9.6,9.7,9.8								
N 11	WTMJ	08/29/12	08/31/12	Live at 6 News	6-630p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--WTF--				2	\$650.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	08/27/12-09/02/12	Live at 6 News	6-630p	---WThF----	:30		<del>\$650.00</del>	NM		
				See MG 9.5,9.6,9.7,9.8								
	2	WTMJ	08/27/12-09/02/12	Live at 6 News	6-630p	---WThF----	:30		<del>\$650.00</del>	NM		
				See MG 9.5,9.6,9.7,9.8								
N 12	WTMJ	08/29/12	08/31/12	Access Hollywood	630p-7p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--WTF--				2	\$400.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WTMJ	08/27/12-09/02/12	Access Hollywood	630p-7p	---WThF----	:30		<del>\$400.00</del>	NM		
				See MG 9.5,9.6,9.7,9.8								
N 13	WTMJ	09/03/12	09/03/12	Stars Earn Stripes	7-9pm		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$2,000.00			
N 14	WTMJ	08/28/12	08/28/12	AM Got Talent	7-9pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	-T-----				1	\$2,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	08/27/12-09/02/12	AM Got Talent	7-9pm	-Tu-----	:30		<del>\$2,000.00</del>	NM		
				See MG 9.5,9.6,9.7,9.8								

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Contract / Revision	Alt Order #
352094 /	06847377

Contract Dates	Product	Estimate #
08/28/12 - 09/03/12	Senate/Anti Thompson	1684

Advertiser	Original Date / Revision
Majority PAC	08/27/12 / 08/28/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 15	WTMJ	08/29/12	08/29/12	Law & Order SVU	9p-10p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--W----				1	\$1,250.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	08/27/12-09/02/12	Law & Order SVU	9p-10p	---W-----	:30		<del>\$1,250.00</del>	NM		
		See MG 9.5,9.6,9.7,9.8										
N 16	WTMJ	08/29/12	08/31/12	Live at 10pm M-F	10p-1035p		:30			NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--WTF--				3	\$1,800.00			
N 17	WTMJ	08/29/12	08/31/12	Tonight Show	1035p-1137p		:30			NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--WTF--				3	\$550.00			
N 18	WTMJ	08/29/12	08/31/12	Late Night w/Jimmy Fallon	1137p-1236a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	--WTF--				1	\$200.00			
N 19	WTMJ	09/03/12	09/03/12	Live at Daybreak-Early	5a-6a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$200.00			
N 20	WTMJ	09/03/12	09/03/12	Live at Daybreak	6a-7a		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				2	\$600.00			
N 21	WTMJ	09/03/12	09/03/12	Today Show M-F	7a-9a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$500.00			
N 22	WTMJ	09/03/12	09/03/12	The Morning Blend	9a-10a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$100.00			
N 23	WTMJ	09/03/12	09/03/12	Noon News Rotation	12n-1p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$250.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	09/03/12-09/09/12	Noon News Rotation	12n-1p	M-----	:30		<del>\$250.00</del>	NM		
		See MG 9.5,9.6,9.7,9.8										
N 24	WTMJ	09/03/12	09/03/12	Days of Our Lives	1p-2p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$200.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	09/03/12-09/09/12	Days of Our Lives	1p-2p	M-----	:30		<del>\$200.00</del>	NM		
		See MG 9.5,9.6,9.7,9.8										
N 25	WTMJ	09/03/12	09/03/12	Live at 3:00 News	3p-4p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$125.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	09/03/12-09/09/12	Live at 3:00 News	3p-4p	M-----	:30		<del>\$125.00</del>	NM		
		See MG 9.5,9.6,9.7,9.8										
N 26	WTMJ	09/03/12	09/03/12	Live at 4:00 News	4p-430p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$250.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	09/03/12-09/09/12	Live at 4:00 News	4p-430p	M-----	:30		<del>\$250.00</del>	NM		
		See MG 9.5,9.6,9.7,9.8										

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<u>Advertiser</u> Majority PAC		<u>Original Date / Revision</u> 08/27/12 / 08/28/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 27	WTMJ	09/03/12	09/03/12	Live at 4:30 News	430p-5p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	09/03/12-09/09/12	Live at 4:30 News	430p-5p	M-----	:30		<del>\$300.00</del>	NM		
	See MG 9.5,9.6,9.7,9.8											
N 28	WTMJ	09/03/12	09/03/12	Live at 5 News	5p-530p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				2	\$600.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	09/03/12-09/09/12	Live at 5 News	5p-530p	M-----	:30		<del>\$600.00</del>	NM		
	See MG 9.5,9.6,9.7,9.8											
	2	WTMJ	09/03/12-09/09/12	Live at 5 News	5p-530p	M-----	:30		<del>\$600.00</del>	NM		
	See MG 9.5,9.6,9.7,9.8											
N 29	WTMJ	09/03/12	09/03/12	Live at 6 News	6-630p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$650.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WTMJ	09/03/12-09/09/12	Live at 6 News	6-630p	M-----	:30		<del>\$650.00</del>	NM		
	See MG 9.5,9.6,9.7,9.8											
N 30	WTMJ	09/03/12	09/03/12	Access Hollywood	630p-7p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$400.00			
N 31	WTMJ	09/03/12	09/03/12	Live at 10pm M-F	10p-1035p		:30			NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				2	\$1,800.00			
N 32	WTMJ	09/03/12	09/03/12	Tonight Show	1035p-1137p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$550.00			
N 33	WTMJ	09/03/12	09/03/12	Late Night w/Jimmy Fallon	1137p-1236a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	M-----				1	\$200.00			
<b>Totals</b>											<b>39</b>	<b>\$33,375.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/03/12	39	\$33,375.00	\$28,368.75
<b>Totals</b>	<b>39</b>	<b>\$33,375.00</b>	<b>\$28,368.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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